

Environmental spy



BSA

CONFIDENTIAL

STAR WEEKLY

TORONTO
APRIL 5, 1941

10
CENTS

Grummet

ER "HURRICANE" FIGHTER



MODEL CO.



BROTHER AIRMEN

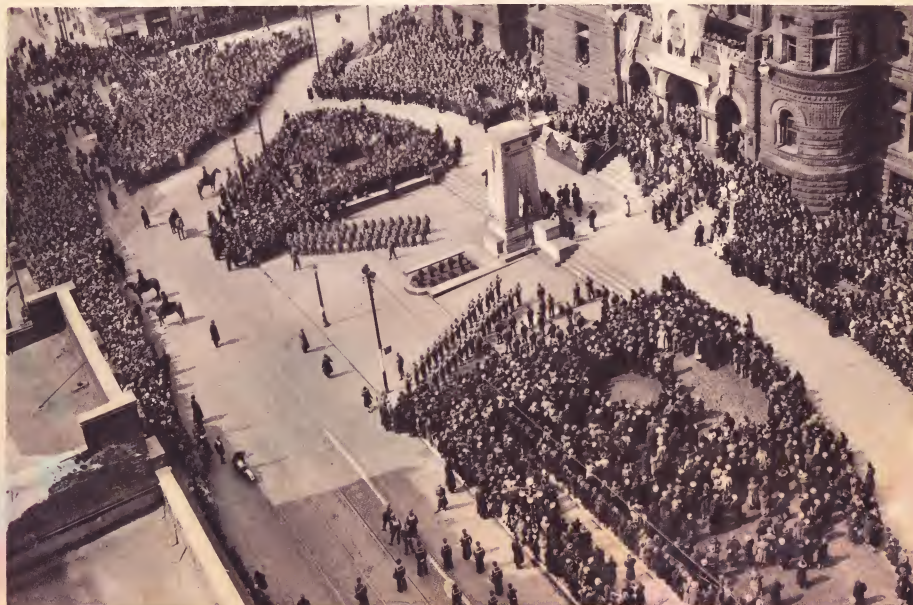
WENDELL WILLKIE TAKES TORONTO BY STORM



ROVING ENVOY OF DEMOCRACY, Wendell Willkie won Toronto's heart when he paid a visit to the Queen City. He addressed a meeting in aid of the Canadian War Services Fund



"CANADA AND THE UNITED STATES are two nations with a common aim," declared Mr. Willkie when he made a brief stop at Hamilton on his way to Toronto. At the station there, Mr. and Mrs. Willkie were greeted by Mayor William Morrison in the scene shown above. Later, at Toronto, Mr. Willkie was veritably "lionized," meeting vociferous cheers as he and his party made their way from the Union Station to the city hall, where he was met by Mayor Conboy and a group of civic officials. "We welcome you to Canada as one who has performed a great and lasting service to humanity," was the greeting of Mayor Conboy. Appropriately, it was a wee British war guest, nine-year-old Judy Shoebottom, who presented the charming Mrs. Willkie with a bouquet



HERE IS THE HISTORIC scene at Toronto's city hall when Mr. Willkie was officially greeted by the city fathers. Right from station to city hall it was a triumphal progress, with the noted

visitor driving up Yonge St. in the greatest storm of enthusiasm Toronto has seen in years. Later Mr. Willkie addressed the legislature in Queen's Park, and then had dinner with Prime Minister King

At Last! A Brand New Idea in Colour Styling!

Select your colour schemes comfortably, **AT HOME**,
from giant-size colour photographs
of **72 actual interiors & exteriors!**



Style notes: A modern dining room featuring the "new plan" by painting a portion of the wall a contrasting dark blue, repeated in the chairs and table linen.

SPECIFICATIONS: Walls, S.W. Flat-Tone; Linen, Yellow, Pearl, S.W. Flat-Tone; Delft Blue; Ceiling, S.W. Flat-Tone; Chairs, S.W. Enamel-Ed Blue.



Look for this sign. It indicates
a store that offers the Colour
Style Guide Lending Service.



You couldn't buy such a costly presentation of colour styling as the Sherwin-Williams Paint and Colour Style Guide . . . but, thanks to the Colour Style Guide Lending Service, you can now *borrow* it, free of cost or obligation. Here is unquestionably the greatest collection of colour schemes for home decoration ever issued in Canada—72 pages, *over two square feet in size*, with full colour illustrations of actual homes styled with paint. To look through those giant pages is almost like visiting the actual houses or sitting in the rooms portrayed.

And to think you can take this gorgeous book home with you, to study at leisure! Never before has it been so easy to visualize clearly the effects of the various Sherwin-Williams colours and combinations, on—or in—your home; to choose the colour schemes most becoming to your environment.

Visit your neighborhood paint store selling Sherwin-Williams paints and put in your request for a Colour Style Guide. Copies are in great demand, so don't delay.

SHERWIN-WILLIAMS PAINTS



NAZIS NOW GETTING TASTE OF AERIAL WARFARE



FIREMEN OF THE SHEFFIELD fire service are shown above fighting the flames in a shopping district on the morning after the steel city had been the victim of a Nazi aerial blitz. All night

the firemen, along with A.R.P. workers, had labored feverishly putting out hundreds of incendiary bombs which had been dropped on the city indiscriminately. They were followed by explosives

GERMAN CITIES FEEL BLOWS AS OWN RAIDERS MEET WALL

INCREASING pace of the aerial warfare is bringing still more destruction to British cities. But new and effective methods of combating Nazi raiders are now coming into use, and promise to make night raids as dangerous for the Germans as day raids were last September. Many bombers of the enemy, of course, still get through—a new stunt is to destroy workers' homes on the theory they would not continue working in factories and at docks if their homes were lost. Counteracting factors, however, include the splendid work of the fire-fighters, who have saved many a city from extensive damage; the "offensive patrol" carried on by British planes over airdromes which the Nazis use as bases; new range-finders and other scientific aids for the British anti-aircraft guns; and formidable squadrons of night fighter pilots, especially trained for night fighting



PROTRUDING LEGS, above, belong to a rescuer. He is holding the ankles of another man, who in turn is holding a third man who is holding a doctor helping a trapped woman



THIS WOMAN and her baby were made homeless by a "blind" Nazi raid on London, and is waiting to be taken to safety



THIS LITTLE LONDONER outside his wrecked home displays his British spirit with a "thumbs up" gesture while he enjoys a cup of tea. The raid during which his home was lost to him was a

brief one but vicious in its intensity. Germans now admit for the first time that "constant surprises" await their fliers who attempt to pour their flaming death over the cities of Britain



TYPICAL OF MANY a scene in London after a Nazi bombing foray, workmen are here salvaging furniture and other effects including children's toys from a house almost entirely wrecked



BOMBS OFTEN PLAY fantastic tricks. A German missile sliced off a whole section from this London residence, but left enough floor to hold the dresser, in which the glass stayed intact



TWO NEW ZEALAND FLIERS study their maps before taking off from their airport on a training flight. It was a New Zealand flier, "Cobber" Kain, who was the Empire's first ace in World War II

NEW ZEALAND FLIERS TRAIN HERE

NEW ZEALAND, ALTHOUGH THE SMALLEST of the dominions, already has a brilliant list of war achievements to her credit, on the land, at sea, and in the air. The Royal New Zealand Air Force in particular has won notable battle honors. Up to a recent date, 500 pilots, 580 gunners, and 350 observers had received their whole training in New Zealand and had left for overseas, and of this number 75 had earned decorations for valor. Still more, thanks to the great Empire Air Training plan, are completing their rigorous schooling in Canada. Typical of the type of men that New Zealand is providing for the fight, they are quartered at the No. 4 Air Observers' school at London, Ont., and will soon be charting sky courses and aiming bombs over Nazi-occupied Europe, a mission they will have travelled 12,000 miles to undertake. New Zealand armed forces fighting with General Wavell's army of the Nile have also distinguished themselves in the African battles



AT THE STUDENTS' MESS, L.A.C. I. S. Leahy of the Royal New Zealand Air Force reaches for a cup of tea. The New Zealander's appetite for tea is awe-inspiring—he drinks 8 to 10 cups a day.

LONGINES
the most honored watch
in Aviation



UNITED AIRLINES Mainline. Flying U.S. airmail route No. 1, coast-to-coast are equipped with Longines Aviation Watches. The ocean air route of Pan American and Royal Dutch are flown with Longines Navigational Watches. The R.C.A.F. is using Longines second-setting watches. In aviation, as in other fields where time-accuracy is essential, the most honored watch is Longines.

Longines

THE WORLD'S MOST HONORED WATCH

Longines Aviation Watches were proven in the service of the great pioneer flyers—Chamberlin, Balchen, Post, Byrd, Matern, Hughes, and others. As a result, the science of airplane navigation was built around Longines Aviation Watches created by Longines engineers.

The research and technical facilities necessary for the construction of super-accurate Longines timepieces for navigation and scientific use have contributed to the greater accuracy and dependability of all Longines Watches. Because of this, Longines Watches have won more honors for accuracy than any other watch. Thirty-eight world's fairs have given Longines Watches highest honors.

Longines jewellers now show the 75th Anniversary Longines Watches, representing the peak of Longines perfection, priced from \$20, also Waltham Watches from \$20.25, products of—

LONGINES-WITTMAN CO. OF CANADA Limited



DON'T SUFFER!



Get quick, lasting relief from gasping, choking, wheezing, straining for breath. Templeton's RAZ-MAH in capsules—may be taken immediately after supper—may be taken at any time.

Relief from all cough-cough-cough of Chronic Bronchitis. 50c and \$1 at drugists.

WILL SOON FIGHT



NEW ZEALAND fliers at London learn how to empty the air from an open parachute. It's a tricky job even for the instructor, who, above, shows the students what happens if the 'chute isn't spilled.

Students hang on to prevent him being dragged across the airport. Life at the school is a strenuous round of lectures, study periods and drills, punctuated by flights across Ontario farmlands



THREE CIVILIAN PILOTS at London make up their reports after a morning's flight. Left to right, they are George Walker, Bun Paget and Jim Williams. Former sheep ranchers, life-guards, clerks, accountants, the New Zealanders are being shaped into a highly efficient group of expert observers.

**NO ACID,
GRIT OR
PUMICE**



**100%
CLEANSING
PROPERTIES**

**Do as your dentist does
— USE POWDER
for naturally brighter teeth!**

There's a good reason why most dentists use powder to clean and brighten teeth. Nothing else does the work so harmlessly and so well. It follows, too, that a dentifrice which is ALL POWDER just naturally cleans best.

Dr. Lyon's Tooth Powder is all powder, with 100% cleansing properties. Yet there's no acid in it—no grit or pumice to scratch or injure tooth enamel. By daily use of Dr. Lyon's Tooth Powder—developed years ago by a distinguished practicing dentist—by

seeing your own dentist regularly, and by eating foods rich in minerals and vitamins, you will be doing all you can possibly do to protect your teeth!

Start using Dr. Lyon's Tooth Powder now. Get it at any drugstore. So economical that even the small package usually outlasts similarly priced tooth paste two to one. Dr. Lyon's not only cleans and brightens teeth, but sweetens the breath and at the same time aids in neutralizing excess mouth acids. Use it regularly—daily!

Dr. LYON'S TOOTH POWDER



ARRIVAL OF THE MAILS at the air observers' school always brings a rush for the home town paper. Here are some of the boys getting the latest available cricket results from the New Zealand Herald. Memories of their country's golden beaches and green

plains are still fresh in their minds, but they are full of praise for Canadian hospitality although the snow and cold are not to their liking. Londoners who have entertained the men are also learning more about New Zealand, and understanding New Zealand slang



A CHEERFUL LOT, these New Zealand fliers, even if they are thousands of miles from home. Here is a musically minded group making a record of a song which will be sent to England and from there "beamed" to the homeland



Miss Josette Guevara Daly, debutante of New York City, chosen by Cholly Knickerbocker, society reporter, for her exotic beauty. Loves dancing, designs her own clothes. Says Josette: "Before social frolics I take a Woodbury Facial Cocktail. A rich lather of Woodbury Facial Soap over face and neck. Then a quick cold rinse. It keeps my complexion soft as ermine. Woodbury is marvelous!"

FOR THE
SKIN YOU
LOVE TO
TOUCH

MADE IN CANADA



10¢

WOODBURY FACIAL SOAP



CLEVER DEB says: "Sparkling skin makes any girl more lovely." Try her beauty cocktail with Woodbury Facial Soap. A true skin soap, made of soothing beauty oils, Woodbury has guarded lovely complexions for generations. Use famous Woodbury for just 10 days. See radiance return! 10¢ a cake.



ALL OBSERVERS who graduate from the London school must learn to send and receive the Morse code. Here are two students getting instructions from "Sparks." It is not expected to be long before they will be seeing action



VETERAN CIVILIAN PILOTS like Jim Crang, pictured above, a Canadian ace of World War I, are helping with the training job. He got a Hun with the first Camel in France, and has now flown more than 80 types of planes

What do you know about CHILDREN'S SHOES?



Only an expert can judge the actual value of a shoe. So before you buy shoes for your children this Easter, study the footwear shown below.

You will see samples of five brands... all made by the Savage Shoe Company. Any one of them will give you unusual value for your money. The more expensive lines are justified by the better leather, the finer workmanship, the special lasts and construction. But regardless of the price you can afford, any Savage shoe will give you good lasts, comfort, and rugged wear. In a word, when you buy a Savage shoe you *know* what you pay for and you *get* what you pay for. Remember the names of these Savage shoes. Choose the brand you want and see that you get it!

HURLBUT

\$2⁰⁰ to \$5⁰⁰



HURLBUT —Seniors

\$6⁰⁰



Jack and Jill

\$1⁵⁰ to \$4⁰⁰



WICKY MOUSE

\$1⁵⁰ to \$3⁰⁰



RED SCHOOL HOUSE

\$1³⁵ to \$2⁹⁵



THE *Savage* SHOE COMPANY LIMITED
PRESTON, ONTARIO



WHAT WILL THESE HAT DESIGNERS THINK OF NEXT?



HERE'S WHAT HAPPENS when they use phonograph records for hats. Maybe this one is "Rippling Rhythm"



AND WE THOUGHT hats were getting sensible! Anyway, this one is a new slant on the problem of that spring millinery



MAYBE "EASTER PARADE" inspired this suggestion for spring. It's cleverly moulded into a tricorn, with floral decoration



THIS PEASANT STYLE dress features rick-rack embroidered bretelles on a wide girdle. It is of black and white marquisette over rayon taffeta—something just a little bit different

EVERYONE CAN AFFORD

Colonial SHEETS & PILLOW SLIPS

For the Bride-to-Be!

New brides and brides of many years, alike love Colonial Sheets and Pillow Slips. They're so fresh and white and smooth. And they're all pure cotton without artificial weighting; that's why they wash so beautifully. The choice of your Mother and Grandmother before you for real white-wear economy.



A PRODUCT OF
DOMINION TEXTILE CO.
LIMITED



CHEERFUL ACCESSORY for the new knitted costume is this pixie hat, crocheted in an open stitch from a nubby wool yarn. The stocking cap can be fastened either side or front with the big brass pins that go with it



WOOL IS USED, TOO, for this casual two-piece dress. Its only trim is the knotted plastic buttons and crescent bordered pockets. With it is worn a new and flattering hand-knit hat made of bows attached to a knitted yarn



IMAGINE! Lingerie in which every silky fibre has been impregnated with Honey Almond Cream... helping to prevent body odours... lengthening the life of each garment! And, yes, Almondized Beautyskin Lingerie is delicately scented! Panties, shortsies, vests, brassieres, nighties and pyjamas in Tea Rose, Blue and White... all guaranteed run-proof... all made in Canada by Superior Silk Mills, Ltd., Prescott, Ont., makers of famous Satin-Nit Lingerie.



ALMONDIZED-BEAUTYSKIN
Lingerie

AT BETTER STORES EVERYWHERE

The Beauty You Desire

● Have you ever wished your face had the same soft, unblemished smoothness as the skin of your body? The daily use of Daggett & Ramsdell Perfect Vanishing Cream will do just that for you. It protects your complexion from the ravages of sun, wind and dust just as clothing protects your body. Daggett & Ramsdell Perfect Vanishing Cream conceals skin blemishes, helps your make-up stay fresh longer and keeps your complexion young and beautiful. Choice of different sizes in Vanishing, Cleansing and Cold Creams. To bring new life to the skin tissues, use Daggett & Ramsdell Perfect Skin Tonic. Start now to...



WAKE UP YOUR BEAUTY WITH
Daggett & Ramsdell
BEAUTY CREAMS AND SKIN TONIC



IT WAS "JOHN AND ANDY" when General Dill was visiting the second Canadian division, and chatted with Lt.-Gen. A. G. L. McNaughton, head of the Canadian Corps. Here they are with Maj.-Gen. V. Odlum and gun crew



HERE IS SIR JOHN in his room at the war office, in conference with the vice-chief, Lieut.-Gen. Sir Robert Haining. On the walls hang portraits of some of his predecessors, among whom are many famous soldiers



HOLDING A COMMAND in the Middle East when the present war broke out, General Dill, as C.I.G.S., planned the brilliant Libyan campaign with Gen. Wavell and Anthony Eden

LAST CHANCE

TO GET BEAUTIFUL SILK STOCKINGS NEW EASY WAY!

For Only **35¢**
AND A QUAKER OATS
BOX TOP

Hurry! Join Quaker's 1941 Silk Stocking Club Today!

HERE'S your final opportunity to get beautiful sheer silk stockings—fine 3-thread high-twist silk... "form-fitted." Have picot tops—with mercerized toe, sole and heel for long wear. Get certificate for membership in Quaker's 1941 Silk Stocking Club, from your grocer today. Send with 35c and a Quaker Oats box top to The Quaker Oats Company, Box 100, Peterborough, Ont., and Saskatoon, Sask.



Get this certificate at your GROCERS!

Rich in Vitamin B₁

Needed by Everyone—Every Day—Cannot be Stored in the Body
Vitamin B₁ is one of many food factors necessary to normal nutrition and it cannot be stored-up by the body... must be replenished daily. Quaker Oats is a rich and thrifty source of Vitamin B₁. Quaker Oats, among grain foods, is also extra-rich in vegetable protein—which can aid in building muscles. Delicious, easy to prepare—Quaker Oats is amazingly economical. Serve the whole family Quick Quaker Oats regularly every morning for breakfast. Get a package at your grocer's today!

QUAKER OATS



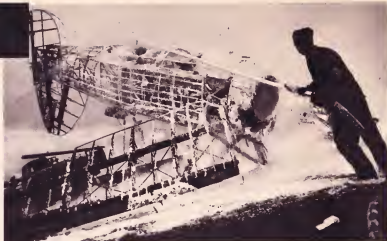
Canada's Most Popular
Year Round Breakfast

- 5 Star Features
- * Sheer Chiffon Weight
 - * Fine 3-Thread Silk
 - * Most Fashionable Spring Shade
 - * Picot Tops
 - * Form-Fitted

R.A.F. FIRE-FIGHTERS AT WORK



IN ORDER TO deal with burning planes in which pilots may be trapped, special R.A.F. fire-fighting schools have been set up to train men in the dangerous work of dealing with blazing wreckage to save a life. The men wear specially designed asbestos suits. Above is a fire-fighter, in suit and helmet, spraying a wrecked and blazing machine with a foam mixture



A FIRE FIGHTING SCHOOL instructor shows how to play a foam jet on a plane to douse the blaze most effectively



LIKE A FIGURE from Dante's "Inferno," an instructor at the fire-fighting school walks through fiery wreckage in the course of his own training. Quickness to act correctly in an emergency is of the greatest importance

"WITH THIS RING"...
Comes Happiness
There's a lifetime of pride in possession. Every ring a masterpiece.

Bluebird
WEDDING RINGS
...for Happiness

A Complexion

Protected by

English Complexion Powder

is Always Serene



If you would know why Yardley aids to clear-skinned charm are so dear to lovely beings, try, for instance, the Yardley English Complexion Powder.

You'll find that its fairy film is unperturbed through days of outdoor pleasure or evenings of delight.

And you'll love the mild intoxication of its fragrance of "Bond Street" perfume—at good drug and department stores where Yardley preparations are displayed—\$1.10.



YARDLEY
English Complexion
POWDER

PERFUMED WITH *Bond Street*

"Bond Street" is of the elect—a truly distinguished perfume to companion you in regal manner—\$1.85 to \$10.00



FOUR SPITFIRE PILOTS out on patrol spotted a Nazi Junkers dive-bomber manoeuvring to attack a convoy. Converging on it, they blasted it from the air and three of the victors are examining

with great interest what's left of their victim which, though shot down over sea, crashed on land. Remnants of the fuselage which are riddled like a sieve show the severity of the machine-gun fire



Actual photo of a red sneeze, taken with a high-speed camera (1/20,000 of a second exposure), showing how a sneeze scatters bacteria-laden droplets of moisture, sometimes as far as 12 feet.

AAHH... KKAA... CCHOOO!

One sneeze can spread a million germs

FIGHT INFECTION THROUGHOUT YOUR HOME!—DISINFECT AS YOU CLEAN



- 1 IN THE KITCHEN. Hygienic cleanliness is especially important where the family's food is prepared. Add "Lysol" to the water whenever you clean sink, drainboards, shelves, etc.
- 2 IN THE LAUNDRY. During sickness, especially disinfect the laundry. Clean washing machine, wringer, etc., with a "Lysol" solution, soak laundry overnight with "Lysol" in the water.
- 3 IN THE BATHROOM. Keep your bathroom wholesome—clean, wash floor, tiles, tub, toilet, wash basin daily with "Lysol" in the water. "Lysol" deodorizes, it cleans, disinfects.

AS MANY as a million bacteria may be sprayed forth by a single sneeze. These bacteria may float in the air for hours and settle. It is, therefore, always advisable to stifle a sneeze with a handkerchief.

It is always a wise precaution to wash handkerchiefs in a "Lysol" solution, and to clean furniture, walls, woodwork, tiling, floors, kitchen, bathroom, with "Lysol" to minimise the danger of infection.

Sneezes are but one of the ways in which infections may be spread in your home. Every visitor may bring in germs. You can do much

to help protect your household against this menace by keeping your house clean... hygienically clean... with "Lysol."

"Lysol" is used in hospitals in many parts of the world. Hospitals use it not only for general cleaning, but for a number of critical operating room uses.

"Lysol" is highly concentrated, and so, very economical. A little goes a long way. Unlike some disinfectants, "Lysol" does not lose its germ-killing strength... no matter how long you leave the bottle uncorked. "Lysol" is on sale at drug counters.



Lysol
Disinfectant

PASTE THIS COUPON ON A PENNY POSTCARD
GUIDANCE FOR WIVES AND MOTHERS

"LYSOL", Dept. 173, 9 Davies Ave., Toronto, Ont.

Please send me the booklet "War Against Germs" with facts about feminine hygiene and other "Lysol" uses.

Name

Address

Rubber Aids Our



TANKS SPEED ON WHEELS OF RUBBER

Modern lightning warfare demands high speed tanks—with "bogie" wheels inside the endless tractors. On these wheels, rubber is bonded to metal by a special Dominion Rubber process—increasing acceleration and maneuverability.

Photo by U. S. Army Signal Corps

BUY WAR SAVINGS CERTIFICATES



WATERPROOF RUBBER CLOTHING

To protect soldiers from rain, mud and snow, Dominion Rubber supplies rubber ground sheets, ingeniously devised so that they also serve as weatherproof capes.



RUBBER PARTS FOR GAS MASKS

Total war possibly means gas attacks—and the lives of men may depend on the protection provided by their gas masks. Dominion Rubber Company makes rubber tubing, facepieces and other necessary parts.



TIRES FOR ACTIVE SERVICE

To withstand the brutal wear of war service, tires must be extra tough—extra dependable. Husky Dominion Royals are specially designed to negotiate desert sands and the roughest terrain.

DOMINION RUBBER

Fighting Forces

As Canada mobilizes her man-power for Empire defence, Dominion Rubber Company is playing a vital part in the production of essential war materials.

Day and night — Dominion Rubber factories are working against time on large orders for the Canadian Government.

Tires for mechanized units and aeroplanes—fire hose for Britain—rubber parts for mighty tanks and life-saving gas masks—special types of rubber and fabric footwear for the army, navy and air forces—these are just a few of the many ways in which *rubber aids our fighting forces.*



FIGHTING THE FIRES OF WAR WITH RUBBER

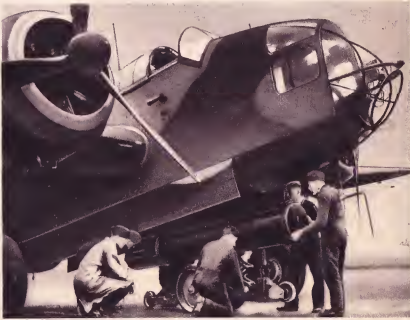
As you read in the newspapers of the heroism displayed by British fire-fighters in London, Liverpool and other cities — it is encouraging to know that many thousands of feet of Dominion-built fire hose are helping them combat incendiary fires.

RUBBER DOES IT BETTER



ARMoured UNITS RIDE ON RUBBER

From the assembly lines of Canada's great automotive factories come a constant stream of mechanized units—and hundreds of them are being equipped with Dominion Royal Tires. To meet the urgent demands of war production for our Government, the Dominion Tire factory is operating 24 hours a day. Other factories of Dominion Rubber Company are also working at top speed to produce various other rubber products needed for Bren Gun Carriers and other military vehicles.



SAFE LANDINGS—ON RUBBER

When you hear the familiar words: "All our planes returned safely," consider how rubber contributes to safe landings. Dominion Rubber is making not only tires but communicating tubes, rubber insulation and many other parts for war planes.

IN UNITED STATES, UNITED STATES RUBBER COMPANY

COMPANY



LIMITED

NEWCOMERS TO THE SCREEN



THIS NEW STARLET, 19-year-old Jean Ames of New York city is one of 17 recently signed by Warner Bros., and her first appearance will be in the forthcoming "Affectionately Yours" in which Merle Oberon returns to pictures



BLONDE ALEXIS SMITH, another Warner Bros. find, is Canadian born—Penticton, B.C., was her birthplace 19 years ago—but took a two-year drama course in Los Angeles City college. Next she will be in "Meet John Doe"

Are you the "RENAISSANCE" figure-type?
(FULL-HIPPED)

Whether You are
Size 12 or 20
one of
FLEXEES
7 BASIC
FIGURE-TYPES
*will sculpture
You to Fashion*

If you have the larger hips of this figure-type, your Renaissance Flexees will sculpture them to such perfect proportions that your figure seems inches slimmer, whether your waistline measures in the twenty's . . . or thirty's!

You'll be lovelier than ever in

FLEXEES

Whether your figure-type is Grecian, Renaissance, Parisienne, Egyptian, Empire, Mayan Age or Debutante, there's a Flexee created just for you... waiting now . . . at your favorite store. **Birdies and Combinations \$5 to \$15 FLEXEES, 417 FIFTH AVE. • NEW YORK**



THE WORLD'S LOVELIEST FOUNDATIONS

ROLEX
Sky Rocket

\$2975

DUSTPROOF • SHOCKPROOF • ANTI-MAGNETIC

SOLD BY YOUR LOCAL JEWELLER

Sensational Announcement

by CUTEX

- MARVELLOUS "POROUS" POLISH!

Because it's porous, it helps
your nails absorb moisture from the air
—as nature intended

- STUNNING NEW PACKAGE!

Beautiful new bottle...
Actual shade on the cap



ONLY
20¢

• Dried-out, brittle nails can "drink in" moisture right through their glamorous coating of Cutex Polish — can function more normally!

At skin and room temperatures, Cutex showed, on an average, a transmission of 90% more moisture than its nearest competitor.

Get Cutex Polish at any cosmetic counter today — it's porous and *longer wearing* than ever!

Shades: Cedarwood, Cameo, Rumpus, Riot, Black Red (a new shade) and others.

CUTEX POLISH
is Porous

KANGAROO MOTHER AND CHILD



YOUNG KANGAROOS WHEN FRIGHTENED hide themselves in mother's pouch as human children behind their mother's skirts. The pouch has room enough for those long legs, as can be seen in picture number two. When he got over his alarm at the camera, the little fellow had no difficulty in showing how he can back into this strange cradle of the marsupials and go to sleep there like the Eskimo infants tucked in the hood of a parka



EVERY KANGAROO MOTHER, thanks to this remarkable pouch, is her own nursemaid and perambulator. She can go gossiping with a neighbor without worrying about the baby for it's no trouble at all to take him along

The same

5¢

buys **34% Stronger Points**

Sealed-in Smoothness

35 miles of line

When you ask for

EAGLE

"Chemi-Sealed"

Trade Mark Registered (SUPER KONGUDES)

MIKADO

Made in Canada

EAGLE PENCIL COMPANY OF CANADA LIMITED
TORONTO DRUMMONDVILLE

'THAT ENTICING APPEAL MAY BE YOURS'

WOOD'S MILK FOAM FOR THE BATH

STEP into sparkling billows of luxurious MILK FOAM for a delightful new bath sensation. MILK FOAM softens the water and sooths your skin. It relaxes your nerves and perfumes you delicately from tip to toe. You emerge refreshed, radiant and lovable!

Why deny yourself the luxury of a MILK FOAM bath any longer? It's easy and it's inexpensive. Get a box of Wood's MILK FOAM now from your drug, department or variety store.

3, 5 and 10 packet boxes at 15¢, 25¢ and 50¢ in Gardenia, Pine Needles or Apple Blossom Fragrance.

*** DELICATELY PERFUMES YOU FROM TIP TO TOE ***

HAMILTON GIRLS IN UNIFORM



AS SMARTLY TURNED OUT as any women's unit in Canada is the Hamilton Women's Auxiliary Defence Corps, 500 strong, which boasts Canada's only women's drum and bugle band. Above, left to right are shown Major Ruby Wales, Capt. Jessie Pedler, Lieut. Frances Galode and Lieut. Viola Smith



NATTY NAVY BLUE and scarlet, with brass buttons, is the uniform of the W.A.D.C. Above is Capt. Dorothy Bayd. The unit, less than a year old, takes courses in mechanics, first aid, military drill and transport driving

"finders keepers ... losers weepers"

You're fit to be tied! Furious! You're *steady*—out with somebody else! "It's not fair," you wail jealously.

But since when has love been fair?

Nowadays you've got to be on your toes *every day* to keep some pretty panther from pouncing on your "heart interest!"

Break a date or two, and next thing you know you're sitting home twiddling your thumbs! Popular girls know how to keep going, and keep smiling, regardless of what day of the month it is . . . know how to take "difficult days" in their stride!

How do they do it . . . ? Well—just up and ask 'em! You'll learn something worth knowing . . .

You'll learn that *most* of those carefree, "always-on-the-go" girls use Kotex sanitary napkins.

Ask why and they'll tell you it's because Kotex is so *comfortable*!

The more talkative ones will even explain the reason. They'll say Kotex is less bulky . . . less apt to chafe . . . because it's made in soft *folds*!

Others will praise the flat, invisible ends . . . and rave about the moisture-resistant "safety panel." (They're the girls who value peace of mind!)

But the majority will just say, "Kotex is so comfortable" . . . and let it go at that. After all, comfort is the *main* thing!

And it's comfort that has made Kotex so popular. More popular, in fact, than all other brands *put together*!

**KOTEX* MEANS COMFORT . . . AT THE
TIME YOU NEED IT MOST . . .**



Tain't in Text Books!

Where's a girl to learn all about her "problem"? Where's she to get those little intimate hints she needs to know? The new book: "As One Girl To Another" gives you the answers. It's FREE. Address: Canadian Cotton Products Co., Ltd., Dept. 2013, 330 University Ave., Toronto, Ont.



(Regular—
Junior—
Super—sells
for the same
low price!)
*Trade Mark, Reg.
Can. Pat. Off.



KING REWARDS WAR HEROES



HEROES OF THE CIVIL defence units as well as members of the fighting forces were decorated for their bravery at an investiture recently held by King George at Buckingham Palace. Above is Flight Sergeant G. A. Saunders, who received the Distinguished Flying Medal, leaving the palace with his happy wife and their two-and-a-half-year-old twins, Jacqueline and Francis

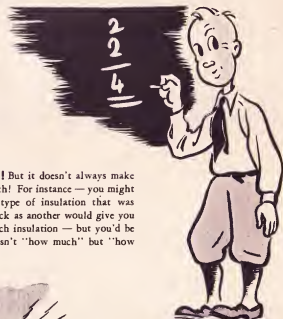


AT ANOTHER INVESTITURE at Buckingham Palace, Flight Lieut. Walker, Alberta, Canada, was awarded Distinguished Flying Cross



CIVILIAN HEROINE was Evelyn Harmer, 16, just married to an R.A.F. man. She received the O.B.E. for sticking to a telephone switchboard after room was bombed

Do 2+2 always make 4?



Sure does! But it doesn't always make twice as much! For instance — you might say that a type of insulation that was twice as thick as another would give you twice as much insulation — but you'd be wrong! It isn't "how much" but "how good".



Rigid fibre board is the most efficient form of insulation yet devised. Its millions of tiny dead air cells act as lasting barriers against heat and cold. So don't confuse thickness with efficiency when you buy or build. Specify Ten/Test rigid fibre board.

Ever think of this? A thick bulky type of insulation may sag and settle between the walls of your house. In come the cold drafts — out goes the heat. No wonder many home owners wish they'd chosen time-tested, Ten/Test insulation.



Ten/Test not only insulates your home. It adds structural strength. It can be used either as sheathing or as an insulating base for plastered walls. Cuts down wasteful heat losses. Saves fuel.

Write today for a free booklet, "I Want Facts," that tells why Ten/Test has been chosen by more than 45,000 Canadian home owners. International Fibre Board Limited, Gatinneau, Quebec, Dept. T55



TEN-TEST

THE Lifetime INSULATING BOARD

MORNING MISERY?

GET THE
QUICK RELIEF
YOU WANT

PLUS THE
ALKALIZER
YOU NEED
**BOTH ARE IN
ALKA-SELTZER**

When your distress is caused by too much acid in the system, take advantage of Alka-Seltzer's two-way action. It contains elements which help to ease that "morning misery" almost at once. It also contains alkalinizing agents to help neutralize excess acid.

Pain-relieving . . . Alkalinizing Alka-Seltzer goes to work as soon as you drink it. It is both a pain reliever and an alkalinizer. Pleasant to take. Not a laxative. At all drug stores.

"By taking Alka-Seltzer "the night before" you can very often avoid the distress of "the morning after". Try it!



THIS IS THE STORY of one of London's tiny heroes. He is Freddy Harrison, aged six. During a raid, Freddy was sleeping in his home with his sister, Winifred, aged three, and baby Joybells, when a bomb fell. Freddy, free to move, feverishly dug his sister out of the rubble piled around their bed, careless of scraped hands, then with his sister managed to rescue the baby

You've done without a Tavannes long enough
... now graduate to the watch the whole
world honours for its supreme accuracy ...
its flawless beauty ... a watch you'll be
proud to wear, always ... from \$29.75

tavannes
TIMES THE WORLD



When nothing must spoil your loveliness ...
ARE YOU SURE IT'S SAFE TO SMILE?

**THE ANSWER'S ON
THE TIP OF YOUR TONGUE**

1 Make the Tongue-Test ...
Run the tip of your tongue over your teeth ... inside and out. Feel
that filmy coating? That's Materia Alba ... and it doesn't belong on
teeth! It collects stains, makes teeth dull, dingy-looking.

2 Your Tongue Tells You ...
Your tongue tells you what others see... the filmy coating that dims
the natural brilliance of your teeth, your smile. And it's this filmy
coating that makes teeth look dull ... bars your way to romance.

3 Switch to **Pepsodent with Irium!**
Know the joy of Teeth that feel bright to you
... look bright to others

See how Pepsodent with IRIUM removes
the filmy coating that clings to teeth ...
the dull, dingy coating that your tongue
can feel—your friends can see! IRIUM,
the extra-effective, super-cleansing agent in
Pepsodent flashes into instant, safe action
... flushes away sticky food particles. Ugly

surface stains disappear—safely, quickly!
Remember Pepsodent contains No Grit—
No Pumice—No Bleach ... **PROVED
SAFE FOR TOOTH ENAMEL!**

Flash! Recent independent laboratory
tests prove positively that Pepsodent Tooth
Powder produces 32% more luster on teeth.

OF ALL TOOTH PASTES AND POWDERS

Only Pepsodent has IRIUM

KNOWN TO DENTISTS AS PURIFIED ALKYL SULFATE



**BUY
WITH
SAVINGS
CERTIFICATES**



OTTAWA'S \$55.80 A MONTH GIRLS



THE MANY thousands of war stenographers in Ottawa are distinguished not only for cheerful determination to do their bit, but also for resource and thrift. They have to be—they get paid \$55.80 a month, really \$53.80 because \$2 is taken out for war savings certificates. That means \$13.45 per week. Here is the story of how two typical stenographers—we'll call the girls June and Verna—get by on their salaries. From Halifax to Vancouver they have been pouring into Canada's capital since the start of the war and for these girls, more than for the girls whose homes are in Ottawa, life is quite an adventure in financial juggling. The Civil Service commission, it seems, has recommended certain increases, but the dominion treasury board has said no. One way of saving money, the girls have found, is to forego separate beds. Above are June (left) and Verna ready for sleep



—Photos by Melak, Ottawa.

WHEN VERNA FIRST came to Ottawa she didn't fancy the idea of doing her own washing, but now she enjoys it. While she washes out a pair of stockings, June combs her hair. Many of the girls save enough to send money home

So Arch and Eyebrow Raising!



You'll be astonished that foot-spectators' shoes can be so smart, and yet give feet such health and comfort. Sold by leading dealers across Canada.



RESEARCH Shoes

MADE FOR SMART WOMEN

At leading dealers across Canada

BLACKFORD SHOE MANUFACTURING CO. LTD., TORONTO



DOES A FINE JOB OF FIGURE CONTROL

It's very important—that supple, all-over smooth look—a graceful, feminine silhouette so easy to achieve when you wear the correct Foundation... a Foundation such as Gossard's "WasSimplicity," famous for the control of its exclusive cross-over straps which fasten at centre back, molding and holding the entire figure in one long, slim line from bosom to hip. Be fitted to-day!

The GOSSARD Line of Beauty

Sold in Department Stores and Leading Shops
THE CANADIAN H. W. GOSSARD CO. LIMITED
Toronto 2, Canada

Chicago — New York — San Francisco — Dallas
Atlanta — Melbourne — Sydney — Buenos Aires



PART OF THE SAVINGS secret is smartening up last year's dresses and hats so they will be in style for this year, too. Any possible budget leaves little for clothes, so Verna, a practical young lady, refashions an old hat for her room-mate, June



TURN ABOUT IS FAIR PLAY, so June repays Verna by refashioning an old dress for her to wear. Both girls have found that it's surprising what you can do with last year's styles. The \$55.80 girls in Ottawa always succeed in looking well-groomed



WHEN JUNE AND VERNA came to Ottawa, as they would have admitted, their knowledge of cooking was slight. But it was not long until they had learned to prepare practically all their own meals in order to help the budget

pink clover

The gay, clear scent of clover fields at dawn



PERFUME 1.25; 6.50
COLOGNE 1.50
BATH POWDER 1.50

FACE POWDER 1.35
TALCUM SACHET 1.25

SOAP 1.50; 2.25
TALCUM75
VANITY CASE & LIPSTICK . 3.60

Harriet Hubbard Ayer

MONTREAL • NEW YORK • PARIS • LONDON



THE UBIQUITOUS HOT DOG, along with a soft drink of some variety, are all that June and Verna can afford for lunch.

Can't Upset or Jangle Nerves

NO CAFFEINE!



No Upset Nerves by Day

No Sleeplessness at Night

It's the caffeine in coffee that upsets some people's nerves by day or spoils their rest at night.

You'll never have this trouble with Sanka coffee, because the caffeine, and nothing else, has been taken out. It's 97% Caffeine free!

Sanka is real coffee, one of the world's finest blends — full of rich, satisfying flavour and goodness.

Never be afraid to drink Sanka. Drink it as strong as you like, as often as you like, as late as you like, it can't harm you. Try it today. Ask your grocer for Sanka coffee. You'll vote it "just grand".

SANKA COFFEE

Sold in
both Drip and
Regular Grinds



Roasted, Ground
and Packed
in Canada



VERNA, the bookkeeper, tries to figure out a way of paying the dentist's bill, and it's a real puzzler. June, who is standing by, seems stuck for a solution of the problem, too.

FOR THE RECORD, here are two of the budgets that the \$55.80 government girls have worked out. Budget "A" (for two girls): board and room, \$35.00; insurance, \$2.00; money sent home, \$5.00; clothes, \$10.00; recreation, \$1.80; war savings certificates, \$2.00. Budget "B" (also for two girls): board and room, \$35.00; car fare, \$3.00; stamps and stationery, \$1.50; gifts (church, etc.), \$1.80; clothes, \$12.50; war savings certificates, \$2.00. It will be seen that the government girls haven't much left over for extras. Above, June, Verna

\$160 Given Away!



You can win! Here's how:

Write a complete sentence of four words on any subject, each word commencing with one of the letters in the word HALO-O, but not necessarily in that order. Like this—

Halos are officially lovely

Enter Today! Enter Often!

RULES: Mail your entry to Halo, Dept. '54, 41, Niswiler St., Toronto. The first valid entry will win \$160. But if a winning entry contains the word "HALO" in any form, the prize is DOUBLED, making it \$320. Send as many entries as you wish. Mail must be in a separate envelope. All entries become the property of the makers of Halo Shampoo. Names of winners will be published.

**TRY AMAZING NEW
HALO SHAMPOO!**

HALO flashes through film on hair, brings out natural lustre and highlights, without fumes or vinegar. HALO leaves your scalp clean and itchy, and free of those dandruff. HALO contains no soap to leave dull, dead film on your hair—HALO your hair at home tonight. 15c—25c—50c.



A 150 MILE ROUTE MARCH



IN ORDER TO KEEP FIT, the Westminster Regiment marched 150 miles up the Fraser river valley from Vancouver to Chilliwack, return. The trip took eight days, and this picture of the troops swinging along on the last day in perfect alignment is good proof the boys went the route in fine style



TO COOL HIS FEVERED FEET, Corporal C. S. Bowyer, running no risk of chilblains in the warm winter climate of the B.C. coast, sits down by the roadside and soaps his socks. That is a trick not done in the best marathon walking circles but all is fair in war or in preparation for war



Smart
FROM
THE GROUND UP

• "At your service" — Ritchie Shoes stand ready to give you constant comfort, style and long wear. You'll know it's your shoe just as soon as you slip your foot into one of these fine Ritchie Shoes and feel the toe freedom and hug of heel and arch. And you'll know it's your shoe when you hear its reasonable price. Ask your dealer for Ritchie Shoes.

Ritchie
CANADA'S
Smartest
SHOES FOR MEN
\$6.00 to \$8.00



RITCHIE FLEXIBLE SHOES \$8.00

RITCHIE PROP. R-ARCH SHOES \$8.00

SOLD BY LEADING MERCHANTS EVERYWHERE



**CANDID CAMERA
CLICKS FOR KLIM**

Elsie, the Borden Cow, says: "Mrs. W. Spray of 1851 Lincoln Rd., Walkerville, Ontario, tells you in pictures how much KLIM has meant to her. Here's what she writes:

"Seven years ago we started going north for our vacation. I wondered what to do about getting clean safe milk, especially for our son to drink. The idea came to me that adding KLIM to cool boiled well-water would solve the problem. . . . Its powdered form is so convenient. . . . It adds to the pleasure of my vacation. . . ."

"Here's a snapshot of our son with empty KLIM tins used for berry-picking. I find it pays to have KLIM always on my pantry shelves, ready to mix at a moment's notice

... with no worry about keeping it fresh. . . . no fuss. . . ."

"By this snap you'll see that even our pets know the value of KLIM. I find it good for all forms of cooking. It's invaluable while we're on our vacation. . . ."



The finest thing about KLIM is its freshness. You can always make just the quantity of milk you need. Add the right amount of safe pasteurized KLIM to cold water, following directions . . . whisk with an egg beater, and there's a day's supply or a glassful, just as you wish. It's rich and creamy. . . . powdered for your convenience!

KLIM Creamy MILK



ODD SHOTS ON BRITAIN'S WAR FRONT



A BIG BLOW with the double bass—and this fair member of the Women's Auxiliary Territorial Service band helps get the music going. Sorry, but we couldn't get both players in the picture



Beats the Band for
FLAVOR



Step out for
this taste treat!
Butter-Rum
Life Savers
are m-o-o-d-h
and mellow.

-5¢



EVEN THIS LILLIPUT village, built by R. Callingham in the grounds of his house at Bucks, England, needs a fire-watching job. Mr. Callingham built it as a hobby—docks, station, airport—and he doesn't want it destroyed

FASTEST RELIEF for SICK HEADACHE You Can Take SAFELY



1. Take 2 Aspirin Tablets
with a glass of water

2. Aspirin's quick work
changes your whole day

**Ask Your Doctor. Quick-acting Aspirin Does
Not Harm the Heart. Be Sure You Get It.**

The coming of Aspirin has been a wonderful thing to millions of people. It has largely put an end to taking "pain-killers," dangerous strong drugs, and old-fashioned, slow-acting pain remedies.

Now everyone can get *amazingly fast, amazing safe* pain relief the way doctors approve—using Aspirin. Doctors know Aspirin does not harm the heart, even when taken frequently. Aspirin acts almost instantly . . . starts dissolving or disintegrating almost the moment you take it . . . starts relieving pain in a few minutes!

So for amazingly fast relief for headaches, neuritis . . . or rheumatic pain, use Aspirin. Get Aspirin when you buy. It's made in Canada and "Aspirin" is the trade-mark of The Bayer Company, Limited.

CHECK THIS CROSS!

• If the word
"Bayer" is not on
every tablet, it is
not Aspirin. Be
sure.



MONTREAL DEB IN WAR WORK



TO SATISFY HER URGE to be "doing something" in Canada's war effort, socially prominent Joan Holland of Montreal has been working for the past year in the British inspection room of a big ammunition plant near that city. Miss Holland rides to work in a limousine, but checks in at the workmen's entrance and punches the time-clock just like any other girl worker. Above is twenty-year-old Joan writing out her "bench report" at the end of her day's work before she leaves. She helps make field gun cases



JOAN HAS TO GET UP at 6.45, and is usually first down for breakfast. Here is Cecile, her personal maid, pouring out her coffee. Highly efficient, she was recently promoted "bench leader," in charge of twelve girls



IF THE CASES MEET THE TEST, they are placed in this "stock" and Joan hammers on the British arrow to show their acceptance

a new **Kind** of brush
THAT KEEPS THE WAVE
IN YOUR HAIR!

TODAY'S MODES of hair-dressing put new emphasis on the importance of careful brushing. That's why the makers of Keystone Toiletware designed this "Wave-Saver" brush for the dressing table. Its brushing surface is scientifically curved and rounded, and does not "flatten out" the hair or remove the wave like old-style flat bristle brushes.

The model illustrated has extra-fine quality stiff bristles, securely anchored in an attractive catlin handle in fancy wood backs, pastel shades and clear crystal, curved and shaped to the hand—it makes hair brushing easier and more effective.

Made and guaranteed by
STEVENSON-HEPNER COMPANY LIMITED
PORT ELGIN, ONTARIO

Keystone
TOILETWARE FOR MEN AND WOMEN

MAKE "Your
Dream Home"
... COME TRUE!

Send for this Big, 60-Page "HOME
IDEA BOOK"... It's Packed with
Remodelling and Building Facts!

● Do you long for a modern home? Johns-Manville famous "Home Idea Book" shows you how to work modernizing miracles at low cost! It's packed with practical, money-saving ideas... shows you how to "dress up" your home with colorful, new J-M Asphalt Roofing Shingles... charming, fireproof J-M Cedar-grain Asbestos Siding Shingles. It's filled with articles, sketches, drawings and diagrams... gives facts on "all-weather" comfort with J-M Home Insulation. Get your copy by mailing coupon now!

Enclose 10c for postage and handling.



**JOHNS-MANVILLE
BUILDING MATERIALS**



MAIL COUPON TODAY!
Enclose 10c for postage and handling

Dept. SW-15

Consider: Johns-Manville, Toronto 4, Ontario.

Enclosed find 10 cents in stamps or coin for "The Home Idea Book". I plan to ☐ remodel, ☐ build. Am interested in ☐ Home Insulation. ☐ A new roof for my home. ☐ Insulating Board for extra rooms. ☐ Asbestos Siding Shingles. ☐ Remodelling kitchen or bathroom.

Name: _____ Please print plainly—use pencil

Address: _____

"SLOOPERS" OF THE BRITISH NAVY



MAIN TASK of the British Navy's "sloops"—as escort and other small patrol vessels are generally known—is convoy protection. On the quarter-decks of these tiny warships, above, prayers are read every morning by the captain



A **PETTY OFFICER** aboard a "sloop" receives a Good Service Medal from the captain. It is a much prized award, and is given for fifteen years' continuous good conduct. It is bestowed in the presence of officers and men

"TELL ME ANOTHER" AND WIN \$5.00—says KLEENEX

We will pay \$5 for every "Kleenex True Confession" published. Mail to KLEENEX, Dept. 508—330 University Ave., Toronto, Ont.



"DON'T PUT A COLD IN YOUR POCKET"

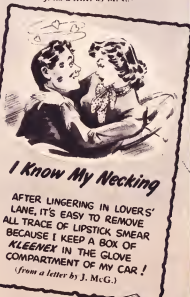
MY SWEETHEART CRIED, SO NOW I'M SMART! I USE SOFT **KLEENEX** INSTEAD OF HANKIES... USE EACH SHEET ONCE... THEN DESTROY IT.

(From a letter by M. C.)

KLEENEX
Tissues are
Softer, Stronger,
More Absorbent!

● Use soft, gentle Kleenex especially during colds. Avoid a sore, red nose caused by repeated use of damp, cold-laden handkerchiefs.

Use **KLEENEX** for
100 DAILY USES!



I Know My Necking

AFTER LINGERING IN LOVERS' LANE, IT'S EASY TO REMOVE ALL TRACE OF LIPSTICK SMEAR BECAUSE I KEEP A BOX OF **KLEENEX** IN THE GLOVE COMPARTMENT OF MY CAR!

(From a letter by J. M.G.)



Only **KLEENEX** has the patented Servo-Tissue Box!

Win \$10.00 Cash*

for writing a jingle like this:
His 'peach' had a schoolgirl complexion,
But his cheek was stubbly with hair.
Till he started to shave with Colgate's,
Now he and his 'peach' are a 'pair'.

Colgate Shave



*RULES: Write a Colgate shaving jingle like the one above. Send it to Colgate, 44 Nassau St., New York 10, N.Y. or Toronto, enclosing with it a return stamp in full of Colgate's Rapid-Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

10¢
25¢
40¢

FINDS

SWEETHEART

(A true experience)

"For the first time since my peach fuzz days, my stubborn whiskers roll off without a scratch. Your razor is a sweetheart to the face. I really gave it a test on a 48-hour beard, but it still proved to be master of my whiskers. I find myself running my hands over my chin to appreciate the smoothness."



SOLID GUIDE BAR

Shaving-ease is built into this razor with the solid "tooth-free" guide bar. Its roughened grip surface stretches and flattens the skin ahead of blade, "timing" each whisker to pop up right in front of the blade edge. Whisker is shaved clean at base, without scraping the skin. No nicks or cuts.



Say goodbye to hard shaving with this kit. It contains razor and 12 double-thick Schick Blades in a handsome case. Only

\$1.00

SCHICK INJECTOR RAZOR

Magazine Repeating Razor Company
NIAGARA FALLS, ONT.



THE FIRST LIEUTENANT of this tiny British escort vessel holds a small arms shooting competition. Many seamen are first-class marksmen, and all go "through the range," as the expression goes, on land by way of training. Guns on these ships are generally dual-purpose—useful against aircraft and surface craft



HERE IS THE range-finder apparatus obtaining the "opening range" of the enemy. This range is then transferred to the gun sights which are set to it and opening salvo is fired. "Sloops" are also fitted with depth charges

THANKS FOR DOING
THE MEANEST JOB
IN MY HOUSE!



Millions of women are grateful for Sani-Flush. It does a mean job quickly and easily. This odorless compound cleans toilet bowls chemically. It even cleans the hidden trap.

Use Sani-Flush twice a week. It can't injure plumbing connections or septic tanks. (Also cleans out automobile radiators.) Directions on can. Sold everywhere. 15c and 30c sizes. Made in Canada. Distributed by H. P. Ritchie & Co., Ltd., Toronto, Ontario.



FOR 29 YEARS
SANI-FLUSH HAS
CLEANED TOILET BOWLS
WITHOUT SCOURING

NIGHT AFTER NIGHT I WAS LONELY



WHY didn't romance come to me in the Springtime as it did to other girls? I asked myself that question one soft and starry night in Spring as I sat listening to romantic music on the radio. Then I heard the announcer say, "Dandruff can stand between you and love. That's why you should use Fitch Shampoo regularly each week. It is sold under a money-back guarantee to remove dandruff instantly—a guarantee backed by one of the world's largest insurance firms." He went on to say that Fitch Shampoo lathers richly and rinses out completely in hard or soft water. Penetrates and cleanses hair openings on the scalp. A real reconditioning treatment that leaves hair shining, manageable and completely free of dandruff.

There was my answer! The snapshot on the left shows how good an answer it was. Springtime should bring romance to you, too. Try Fitch Shampoo today!

GOODBYE DANDRUFF



Soap Shampoo



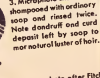
Fitch Shampoo



Soap Shampoo



Fitch Shampoo



Soap Shampoo



Fitch Shampoo

Men
After and between Fitch Shampoos, use Fitch's Ideal Hair Tonic. It stimulates the scalp, and keeps the hair neat and good looking!



DANDRUFF REMOVER SHAMPOO

WE WILL ALLOW YOU 25¢ EACH
(ANY NUMBER UP TO 26 PIECES)
BENT, BROKEN OR WORN OUT
REGARDLESS OF THE CONDITION
\$6.50 ALLOWANCE
ON THIS NEW
26 PIECE SET
OF SILVERWARE

**ALL THE OLD KNIVES, FORKS,
AND SPOONS RECEIVED WILL
BE DONATED TO THE
FEDERAL AUTHORITIES
THE METAL TO BE USED FOR
WAR PURPOSES**



1881  ROGERS 
by ONEIDA LTD.

ROGERS

TRIPLE PLATE

TRIPLE QUALITY MEANS
MORE THAN 3 TIMES

TRIPLE QUALITY MEANS
MORE THAN 3 TIMES
THE SILVER USED IN STANDARD AT PLATE

at a **VALUE NEVER
BEFORE POSSIBLE**

YOU SAVE \$9.50

On the Queen Elizabeth Pattern

OPEN STOCK PRICES

**NO INTEREST
OR CARRYING
CHARGES**

6 Teaspoons	\$3.50
6 Dessert Spoons	7.00
6 Forks	7.00
6 Hollow Handle Dinner Knives	13.00
1 Butter Knife	1.00
1 Sugar Shell	1.00
FREE PASTRY SERVER	3.50

Including Chest—Total	\$36.00
Quantity Discount Price	26.50

YOU SAVE \$9.50

**NO MONEY
DOWN**
THE ALLOWANCE ON
YOUR OLD KNIVES, FORKS
AND SPOONS IS YOUR DOWN
PAYMENT — **BALANCE**
50¢ A WEEK
OR
\$2.00 A MONTH

**HELP CANADA'S
WAR EFFORT**

with your old knives,
forks and spoons

QUEEN ELIZABETH PATTERN
26 \$ **26⁵⁰**
PIECES

Guarantee
1881  **ROGERS**  **TRIPLE**
EVERY PIECE bearing this trade mark is guaranteed to have a heavy deposit of
silver on the finest 18-
nickel silver blanks.
TRIPLE QUALITY **SILVER US**

MORE THAN THREE TIMES THE
IN STANDARD A1 PLATE

MORE THAN THREE TIMES THE STRENGTH
IN STANDARD A1 PLATE

Our stainless knives have nickel silver built-up handles, plated with pure silver in proportion to other pieces, while the blades are mirror-finished stainless steel, protecting against rust, corrosion or stain. At any time should any piece bearing this mark,

1800 • ROGERS • TRIPLE

family use, or not conform with this
your branches throughout

Our stainless knives have a non-porous surface which resists absorption of other pieces, while the blades are made of stainless steel against rust, corrosion or stain. "At any time" stainless steel is the only material that can be used for a knife.

1914 ROGERS TRIPLE

prove unsatisfactory in any way in ordinary family use, or not conform to guarantee, People's Credit Jewellers Limited, at any of their branches in Canada, are hereby authorized by us to replace these Made-in-Canada goods from Canada.

Canadian Wm. A. Rogers Limited
Division of ORLEA LTD.

IT IS EASIER TO PAY OUR WAY!
CASH-PRICES ~~XXXXXXXXXX~~ ON CREDIT

PEOPLES
CREDIT JEWELLERS
LIMITED

Largest Credit Jewellers in the British Empire

WE EXTEND CREDIT TO ANYONE ANYWHERE IN CANADA

YOU SAVE \$9.50

WRITE FOR OUR MAIL ORDER CATALOGUE

PEOPLES CREDIT JEWELLERS LIMITED,
Mail Order Department, 1835 Yourre Street,
Gentlemen: I forwarded by
..... old space

[illegible]

PROVINCE